



Youtility: Summary of the Key Ideas - Original Book by Jay Baer: Why Smart Marketing Is About Help Not Hype

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Focusing only on selling a product can get you customers, but it won't create a long-term relationship. In order to turn customers into loyal followers of your brand, you need to think about how you can help them. Try to provide useful information, instead of winning customers by using offers and promotions.

Who should read this book:

- Managers and entrepreneurs who are looking for ways to establish long-term relationships with customers.
- People who want to learn more about the impact of social media and how to use it to their advantage.
- Anyone interested in finding out more about a new type of marketing.

In this summary:

Chapter 1: Top-of-mind awareness works better with a limited number of marketing channels

Chapter 2: Frame-of-mind awareness aims to make businesses more easily findable

Chapter 3: Most companies are shifting toward friend-of-mine awareness

Chapter 4: Provide customers with valuable information

Chapter 5: Improve your image by being open and answering questions

Chapter 6: Try to tailor information to customers' location or situation

Chapter 7: Find out what customers need and apply the insights to your marketing strategy

Chapter 8: Get your employees involved in the marketing process

Chapter 9: Keep working on Youtility and analyze your progress

Chapter 10: Final Summary

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Phyllis Greenfield:

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Travis McDonald:

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Ricky Dotson:

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